



**621 Route 1 South
North Brunswick
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Tapes & Specialties

Dear Valued Customer,

Since June of 2010, our industry has been experiencing frequent and extraordinary increases in the prices of raw materials used in the manufacturing of all pressure sensitive tape products. The size and frequency of these raw material increases are unprecedented for our industry and have certainly placed a tremendous amount of stress on all of our businesses over the last two (2) years.

While we have developed a number of successful strategies to help mitigate the impact that these increases have had on our dealers, the fact is that we have had to pass on a larger percentage of these increases to our customers than we would have liked.

Our ultimate concern is that of our customers, and we have listened closely to the feedback and concerns expressed to us throughout the course of these difficult economic times. It is clear that a new strategy must be implemented in terms of dealing with this, the latest round of raw material price increases.

Therefore, in addition to absorbing a large portion of the most recent raw material price increases, Pro Tapes will be modifying our current roll lengths offered on some of our products more adversely impacted by the latest round of price increases.

Effective June 13th 2011, Pro Tapes will modify our standard roll length from 60yds to 55yds on Pro Gaff (standard colors) & Shurtape P665. Further, we will modify our roll lengths from 50yds to 45yds on all Spike Tapes.

These roll length modifications are designed to mitigate the impact of the ongoing increases in raw material cost, by enabling us to continue offering these premium cloth tapes at the same selling price, helping to ensure a level of price stability in these very difficult economic times.

In addition, products that were not as adversely impacted by the latest round of raw material price increases will see their selling prices increased by the following:

Pro Gaff short length and camo gaff	10%	Pro Splice and Stripes vinyls	8%
Pro Gaff Fluorescent colors & printed	12%	Pro Friction	8%
Shurtape Professional Grade	7%	Pro Fast hook and loop	5%
Cable Path	10%	Duve Pro	6%
Pro Camo ducts and Pro 139	8%	Pro Sheen	5%
A-V Cable	8%	Nitto P50 D/C cloth	7%
Paper tapes and printed paper tapes	10%	Packaging Tapes	7%
Jlar Gel Repair	5%	Spike Stacks	12%

We appreciate your feedback and hope that this action demonstrates that we take your concerns seriously when it comes to pricing stability, service and quality.

Most importantly, we appreciate your loyalty and your business.

Regards,
Dennis Mirabella
Marketing Mgr. A&E Division